



# MILWAUKEE COUNTY BRAND GUIDELINES

Graphic Standards & Visual Identity Reference Guide • 2021



MILWAUKEE COUNTY  
**DEPARTMENT OF  
HEALTH & HUMAN  
SERVICES**

*Together, creating healthy communities.*

# BRAND COMPONENTS

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### Milwaukee County Department of Health & Human Services Brand Components

Appendix to the  
Milwaukee County Brand Guidelines

v.1  
(October 2021)

Milwaukee County  
Department of Health & Human Services  
1220 West Vliet Street  
Milwaukee, WI 53205

[county.milwaukee.gov/dhhs](http://county.milwaukee.gov/dhhs)

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# Our Brand

## Introduction

### Questions?

If you have questions about the Milwaukee County Department of Health & Human Services family of brands or need more information or graphic assets, please contact:

Jill Lintonen:

[Jill.Lintonen@milwaukeecountywi.gov](mailto:Jill.Lintonen@milwaukeecountywi.gov)

Our brand and visual identity help to communicate our values and vision through words and images. They are important because the way citizens perceive our brand has a direct impact on how valuable they consider our services and how successful we are.

Everyone who interacts with our brand — from residents, to businesses, to consumers, to employees — forms a distinct impression of Milwaukee County. Brand management ensures we present a meaningful, unified impression to all stakeholders, giving them confidence and trust in their relationship with us, whatever its nature.

In its best form, government is seen as an entrusted institution that supervises the public services of the people and protects its best interests. Therefore, as a government, Milwaukee County's value is based upon the services it provides, not necessarily of commodities. United by a cohesive visual identity, we demonstrate we are one entity, of service, and we become more trustworthy and influential in the lives of stakeholders and within their communities.

This guide provides a basic foundation to County staff, departments and those in partnership (e.g. contractors, vendors, service providers, etc.) to follow for a clear, coherent and consistent representation of Milwaukee County's brand and visual identity while raising awareness of the County's public services. It aims to strengthen all stakeholders' sense of value of those services to the community at large and to their lives.

The Milwaukee County Department of Health & Human Services (DHHS) has prepared this guide for anyone creating DHHS-branded communications. This guide should be used by our employees and partners to ensure a consistent appearance and message whenever and wherever DHHS is represented.

Consistency in communicating is crucial. It creates a sense of confidence and familiarity among DHHS' audiences and reflects our commitment to quality. A well-intentioned change in phrasing, the slightest distortion in a logo mark's shape or the wrong color can reflect carelessness and unprofessionalism.

As a transformational, best-practice model government organization, our reputation for excellence is paramount. Everything bearing DHHS' brand elements represent our organization. The standards contained in this guide may not cover every situation encountered when creating DHHS-branded communications. It provides a foundation that, combined with sound judgment, will help communications professionals make informed, responsible decisions.

Please take the time to learn the specifics behind our communications messages, creative expression and communication tools so you can best represent our brand.

# Brand Vision

## Our Brand

Our creative and strategic foundation — our Brand Vision — clarifies what our brand stands for today and what it aspires to be in the future.

It provides the foundation and strategic DNA for communications and brand delivery.

The essence of the Milwaukee County Health & Human Services — the ideas propelling everything we do — are our Mission Statement and Vision Statement.

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DEPARTMENT OF HEALTH & HUMAN SERVICES (DHHS)

## Mission

Empowering safe, healthy, meaningful lives.

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DEPARTMENT OF HEALTH & HUMAN SERVICES (DHHS)

## Vision

Together, creating healthy communities.

# Our Positioning

## Our Brand

The Milwaukee County Department of Health & Human Services ensures no one goes unserved. When people are experiencing their most difficult times of their lives, they can turn to DHHS to connect them to services and resources in the community that help them live better lives. Residents depend on DHHS to get access to resources they couldn't get anywhere else to build a healthy, safe and meaningful life.

### **Our Story**

The Milwaukee County Department of Health & Human Services exists to serve those in need. We know that sometimes people need support, especially during the most difficult times in their lives, whether it be experiencing homelessness, a mental health crisis, interacting with law enforcement as a youth or caring for a child with disabilities. Sometimes people don't know where to turn to for help in these situations or can't be helped by anyone else. We feel it is our duty to ensure everyone has access to the resources they need to overcome challenges and create opportunities to become self-sufficient and live healthy and meaningful lives. We know that people are resilient and when they have the right support, they can thrive.

Our approach keeps the person at the center of everything we do. Using best practices from the social service sector, we collaborate within our divisions and with our community partners to provide personalized services that are integrated, trauma-informed, research-based and drive positive outcomes.

We continuously strive for better. Together, our divisions set priorities, goals and action steps to achieve our vision. We are committed to performance excellence and are dedicated to connecting people to community resources, support programs and services that empower them to lead independent lives, strengthen their families and create a healthy, stable and safe community.

### **Our Promise**

We're here for you in your time of need. You can count on us to connect you with the support, resources and services you need at any point in your life to empower you to live your best quality life.

# Our Values

## Our Brand

|                                                                                                   |                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                        |
|---------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Partnership<br>  | <b>We work collaboratively, fostering trusting relationships with others.</b>          | <ul style="list-style-type: none"> <li>• Build relationships that maximize our impact.</li> <li>• Mentor others to help them grow professionally.</li> <li>• Work together, breaking down silos to overcome challenges.</li> </ul>                                                                                                                                                     |
| Respect<br>      | <b>We value the dignity and worth of each individual.</b>                              | <ul style="list-style-type: none"> <li>• Treat our clients and colleagues with kindness and admiration, advocating for the person-first experience.</li> <li>• Be self-aware of our approach and tone when dealing with sensitive issues.</li> <li>• Be accountable for fulfilling commitments and delivering quality outputs.</li> </ul>                                              |
| Integrity<br>    | <b>We adhere to the highest standards of moral and ethical principles.</b>             | <ul style="list-style-type: none"> <li>• Be open, sincere, honest and transparent to clients and colleagues.</li> <li>• Uphold organizational standards, including confidentiality and privacy for our clients.</li> <li>• Demonstrate good principles and morals in all that you do.</li> <li>• Be responsible for your environment in the workplace and in the community.</li> </ul> |
| Diversity<br>  | <b>We view differences of all people, values, and ideas as strengths.</b>              | <ul style="list-style-type: none"> <li>• Be culturally competent when interacting with clients, colleagues and customers.</li> <li>• Approach new ideas with an open mind.</li> <li>• Encourage others to contribute in many ways.</li> <li>• Celebrate unique differences and variety.</li> </ul>                                                                                     |
| Excellence<br> | <b>We challenge ourselves and others to innovate and achieve exceptional outcomes.</b> | <ul style="list-style-type: none"> <li>• Work to exceed goals and expectations, challenging the status quo to make our work and our outcomes extraordinary.</li> <li>• Step up and contribute to DHHS initiatives.</li> <li>• Proudly represent DHHS in the community.</li> </ul>                                                                                                      |

# Boilerplate

## Our Brand

Boilerplate is typically used at the end of each press release to give readers essential details about your organization and/or program.

This one-paragraph description shares what purpose your organization/program serves, what your organization/program does differently, and how to learn more information about the organization/program.

### **About Milwaukee County Health & Human Services**

The Milwaukee County Department of Health & Human Services (DHHS) empowers safe, healthy, meaningful lives by ensuring that no one in need goes unserved. Whether it be experiencing homelessness, a mental health crisis, incarceration as a youth or caring for a child with disabilities, Health & Human Services connects individuals and families to resources that can help. Using best practices from the social service sector, Health & Human Services collaborates within its service areas and with community partners to provide personalized services that are integrated, trauma-informed, research-based and drive positive outcomes. Committed to performance excellence, Health & Human Services is dedicated to ensuring everyone has access to the resources they need to overcome challenges and create opportunities to become self-sufficient, strengthen their families and create a healthy, stable and safe community. Health & Human Services is comprised of: Milwaukee County Aging and Disabilities Services, Milwaukee County Behavioral Health Services, Milwaukee County Housing Services, Milwaukee County Veterans' Services, and Milwaukee County Children, Youth & Family Services. For more information visit [county.milwaukee.gov/DHHS](https://county.milwaukee.gov/DHHS).



# “No Wrong Door”

## Our Brand

### Alignment with Milwaukee County's Strategic Focus Areas

For the first time in more than 20 years, Milwaukee County developed a countywide strategic plan, establishing three strategic focus areas with nine objectives to guide its work moving forward. The No Wrong Door model supports Milwaukee County's overall mission and vision. DHHS's Future State aims to advance Milwaukee County's vision and strategic focus areas: Create Intentional Inclusion, Bridge the Gap, and Invest in Equity.

The No Wrong Door approach is how the Department of Health & Human Services realizes its vision of “Together, creating healthy communities” and improves health outcomes for Milwaukee County residents through focusing on achieving racial equity and becoming the healthiest county in Wisconsin.

No Wrong Door creates easier access to quality, person-centered care through:

- **Intentional Inclusion**, ensuring an improved customer experience.
- **Bridging the Gap** by looking at the unique needs of the individual and providing direct access to tailored services, giving people what they need to thrive.
- **Investing in Equity**, with extra funding for the most needed services such as transportation, caregiver support, housing, and case management services.

No Wrong Door means serving people across their lifespan with acceptable care that promotes dignity, regardless of race, gender, age, or socio-economic status.

## Brand Logo

Our Brand



MILWAUKEE COUNTY  
**DEPARTMENT OF  
HEALTH & HUMAN  
SERVICES**

*With tagline*



MILWAUKEE COUNTY  
**DEPARTMENT OF  
HEALTH & HUMAN  
SERVICES**

*Together, creating healthy communities.*

Download these assets from the DHHS Brand Portal:

<https://countyconnect.milwaukeecountywi.gov/MCINT/Branding/DHHS>

# Brand Logo

Our Brand



*With tagline*



Download these assets from the DHHS Brand Portal:

<https://countyconnect.milwaukeecountywi.gov/MCINT/Branding/DHHS>

# Incorrect Applications

## Our Brand

When working with the brand logo:

- Do not stretch it.
- Do not place it in a container.
- Do not skew it.
- Do not rearrange its elements.
- Do not outline it.
- Do not add elements to it.
- Do not change its colors.
- Do not encroach on its clear space.
- Do not add drop shadows or other effects.
- Do not curve it.

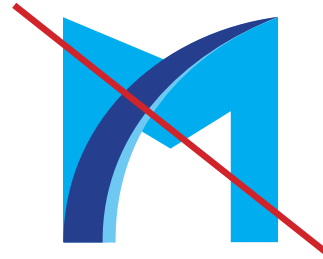
Please note that not every acceptable or unacceptable use of the brand logo can be addressed in this reference guide. It is the responsibility of each communication provider to use the brand logo correctly and consistently. If you have any questions about a particular application, please contact:

Jill Lintonen:  
[Jill.Lintonen@milwaukeecountywi.gov](mailto:Jill.Lintonen@milwaukeecountywi.gov)

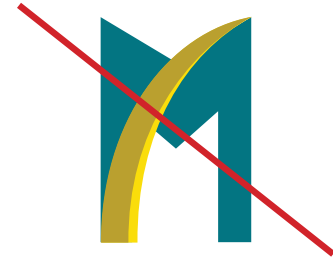
**Do not recreate the brand logo.**



**Do not publish the brand logo in colors other than the brand colors.**



**Do not change the brand logo's horizontal or vertical scale.**



**Do not publish the brand logo on visually competitive backgrounds.**



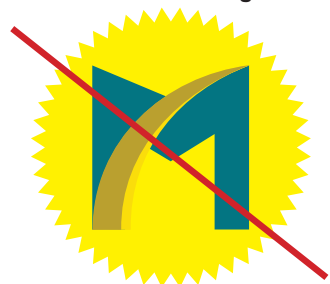
**Do not omit elements of the brand logo.**



**Do not rotate the brand logo.**



**Do not add elements to the brand logo.**



**Do not use parts of the brand logo as separate graphic elements.**



**Do not crowd the brand logo with type or competing graphics.**



# Typography

## Our Brand

**Gill Sans** is a humanistic sans serif family designed by Eric Gill. It is an exceptionally distinctive design with a potential range of use that is almost limitless. One of the main reasons for its enduring success is that it is based on Roman character shapes and proportions, making it unlike virtually any other sans serif out there. Gill also worked his own warmth and humanity into his design, resulting in a typeface in which each weight retains a distinct personality of its own.

Simple, rational and functional, **Univers** was designed by Adrian Frutiger on Swiss principles for Charles Peignot at Deberny & Peignot. Frutiger imposed strict discipline across all elements of the series, from light to dark, extra condensed to extended, a concordance of design that was possible in the foundry type and photocomposition fonts. Any version may be mixed within a word with any other.

### PREFERRED FOR BODY COPY, SOME HEADLINES

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Univers 47 Light Condensed

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

Univers 47 Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Univers 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Univers 55 Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

Univers 65 Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

Univers 75 Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

Univers 85 Extra Black

### PREFERRED FOR DISPLAY HEADLINES

---

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**OPQRSTUVWXYZ**  
**abcdefghijklmn**  
**opqrstuvwxyz**

Gil Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Gil Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Gil Sans Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**OPQRSTUVWXYZ**  
**abcdefghijklmn**  
**opqrstuvwxyz**

Gil Sans Ultra Bold

### PREFERRED FOR OFFICE DOCUMENTS OR SCREENS

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Arial Regular (for on-screen use)



# Our Color Palette

Our Brand

## PRIMARY



Teal

Gold

White

Black

PMS 7714C  
C88 M39 Y42 K10  
RGB 0 118 128  
HEX 007680

PMS Yellow C  
C2 M9 Y99 K0  
RGB 254 221 0  
HEX FEDD00

(paper)  
RGB 255 255 255  
HEX FFFFFFFF

PMS Neutral Black C  
C0 M0 Y0 K100  
RGB 0 0 0  
HEX 222223

## SUPPORTING



Brown

Gray

Dark Gray

PMS 618C  
C29 M32 Y100 K2  
RGB 172 159 60  
HEX AC9F3C

PMS 441C  
C25 M19 Y19 K0  
RGB 190 198 196  
HEX BEC6C4

PMS 430C  
C0 M0 Y0 K60  
RGB 124 135 142  
HEX 7C878E

# Imagery

## Our Brand

Images can play an important part in presenting our brand. A range of images can support our objectives and express key messages to our audiences, reinforcing our brand attitudes.

The creative, thoughtful selection of images for placement within our communications is a visual way to convey ideas concisely and is a reminder of the vibrant and diverse assets that can be found in Milwaukee County.

The key is to use images thoughtfully and strategically, not as decorations nor as space fillers.

# Image Styles

## Our Brand

Milwaukee County maintains a modest but growing shared library of current images. It can be found at [www.milwaukeecountyphotos.com](http://www.milwaukeecountyphotos.com).

To confirm permission to use a photo, request a photo, arrange a photo shoot or discuss using an image outside the shared library, please contact [jim.lautenbach@milwaukeecountywi.gov](mailto:jim.lautenbach@milwaukeecountywi.gov).

Milwaukee County's brand is best conveyed through images that present assets unique to the area and represent things in which residents and taxpayers have invested.

**In all cases, a photo of an actual Milwaukee County facility, feature, attraction, resident, employee, etc. is stronger than a photo from another place or a stock photo.**

### People images

These images communicate real-life experiences — real people delivering or receiving services that have real-life impact.

### Places/Facilities images

These images help stakeholders situate where they can expect to find service delivery — literally (geographically) or symbolically — or where they can find something of value.

### Metaphoric images

These images go beyond literal meanings and situations to suggest and symbolize bigger ideas.

### People



### Places/Facilities



### Metaphoric



# Image Guidelines

## Our Brand

### Do:

- Use images that have good lighting with a full tonal range and a central focal element.
- Use images that have meaning or tell a story — that effectively illustrate an idea or an experience.
- Crop images to show only the best, most interesting part, with the main subject the obvious center of attention.
- Use the most up-to-date image you can find.
- Use images thoughtfully and sparingly. One strong picture can command attention and convey a message stronger than a collection of mediocre photos. Use collages rarely (in instances where you want to convey abundance, variety and/or diversity); don't use them because you have a lot of images and can't decide which one is best.
- Pursue images that are clear and quick to digest. Simpler is better.
- Always use the best resolution you can (for print, at least 300 dpi.) Never use a photo meant for digital use or on a web site in a layout for a printed piece.

### Do not:

- Use clip art.
- Generally, do not use stock photography, unless you find images that depict actual assets within Milwaukee County. Even then, consider whether you could have a similar shot taken yourself to preserve funds.
- Take photos from the Internet. Most of them will not have enough image data to reproduce well. Most importantly, you must seek permission from the copyright holder of any image you have not taken yourself. Don't steal someone else's creative work!
- Use images that are silly or lack a level of sophistication.
- Use images that are obviously posed or stylized. They will be perceived as inauthentic and will cast doubt on whether the subject can be believed or trusted.

# AGING & DISABILITIES SERVICES

## Questions?

If you have questions about the Milwaukee County Department of Health & Human Services family of brands or need more information or graphic assets, please contact:

Bekki Schmitt:

[Rebecca.Schmitt@milwaukeecountywi.gov](mailto:Rebecca.Schmitt@milwaukeecountywi.gov)

## Purpose Statement

Empowering safe, healthy and meaningful lives by connecting older adults and individuals with disabilities to resources that promote independence and inclusion, giving them choices for living in, and giving to our community.





## AGING & DISABILITIES SERVICES

### Logo



MILWAUKEE COUNTY  
DEPARTMENT OF HEALTH  
& HUMAN SERVICES

**AGING & DISABILITIES  
SERVICES**



MILWAUKEE COUNTY  
DEPARTMENT OF HEALTH  
& HUMAN SERVICES

**AGING & DISABILITIES  
SERVICES**

Download these assets from the DHHS Brand Portal:

<https://countyconnect.milwaukeecountywi.gov/MCINT/Branding/DHHS>

# BEHAVIORAL HEALTH SERVICES

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## Questions?

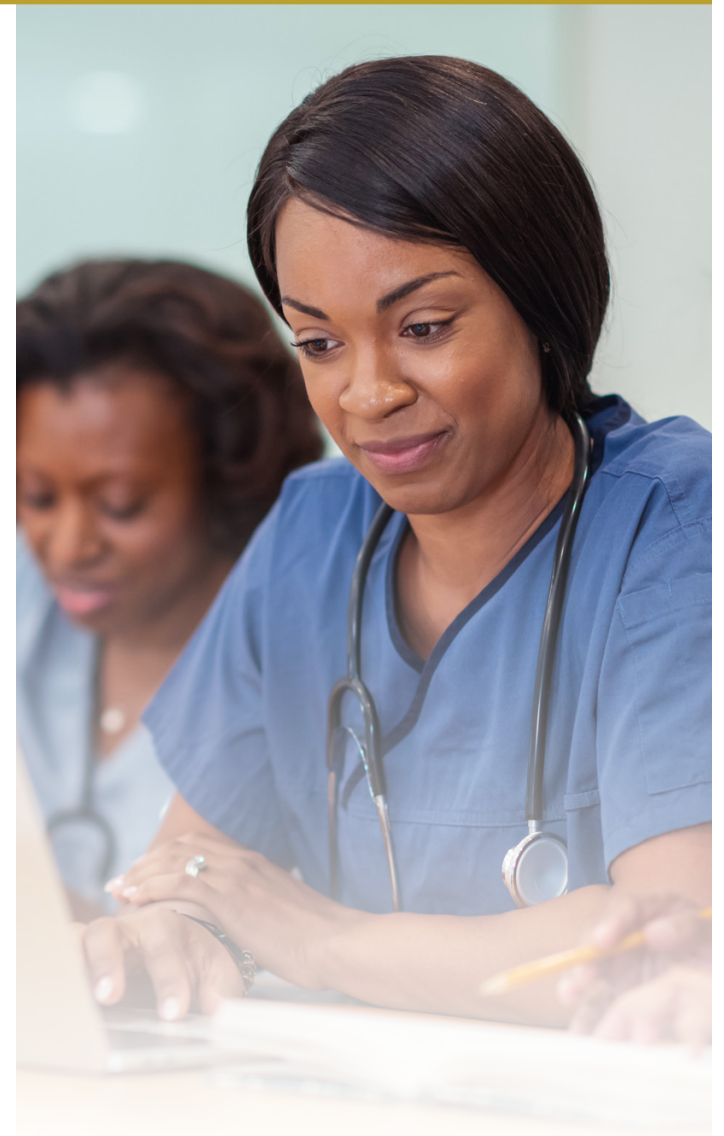
If you have questions about the Milwaukee County Department of Health & Human Services family of brands or need more information or graphic assets, please contact:

Jill Lintonen:

[Jill.Lintonen@milwaukeecountywi.gov](mailto:Jill.Lintonen@milwaukeecountywi.gov)

## Purpose Statement

Empowering safe, healthy, meaningful lives through connections that support recovery.



## BEHAVIORAL HEALTH SERVICES

### Logo



MILWAUKEE COUNTY  
DEPARTMENT OF HEALTH  
& HUMAN SERVICES  
**BEHAVIORAL  
HEALTH SERVICES**



MILWAUKEE COUNTY  
DEPARTMENT OF HEALTH  
& HUMAN SERVICES  
**BEHAVIORAL  
HEALTH SERVICES**

Download these assets from the DHHS Brand Portal:

<https://countyconnect.milwaukeecountywi.gov/MCINT/Branding/DHHS>

# CHILDREN, YOUTH & FAMILY SERVICES

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## Questions?

If you have questions about the Milwaukee County Department of Health & Human Services family of brands or need more information or graphic assets, please contact:

Jill Lintonen:

[Jill.Lintonen@milwaukeecountywi.gov](mailto:Jill.Lintonen@milwaukeecountywi.gov)

## Purpose Statement

Empowering safe, healthy and meaningful lives by providing youth and families with supervision and support in pursuing a pro-social future.



## CHILDREN, YOUTH & FAMILY SERVICES

### Logo



MILWAUKEE COUNTY  
DEPARTMENT OF HEALTH  
& HUMAN SERVICES

**CHILDREN, YOUTH  
& FAMILY SERVICES**



MILWAUKEE COUNTY  
DEPARTMENT OF HEALTH  
& HUMAN SERVICES

**CHILDREN, YOUTH  
& FAMILY SERVICES**

Download these assets from the DHHS Brand Portal:

<https://countyconnect.milwaukeecountywi.gov/MCINT/Branding/DHHS>



# HOUSING SERVICES

## Questions?

If you have questions about the Milwaukee County Department of Health & Human Services family of brands or need more information or graphic assets, please contact:

Jill Lintonen:

[Jill.Lintonen@milwaukeecountywi.gov](mailto:Jill.Lintonen@milwaukeecountywi.gov)

## Purpose Statement

Empowering safe, healthy and meaningful lives by supporting individuals with accessing and maintaining housing.



## HOUSING SERVICES

### Logo



MILWAUKEE COUNTY  
DEPARTMENT OF HEALTH  
& HUMAN SERVICES  
**HOUSING SERVICES**



MILWAUKEE COUNTY  
DEPARTMENT OF HEALTH  
& HUMAN SERVICES  
**HOUSING SERVICES**

Download these assets from the DHHS Brand Portal:

<https://countyconnect.milwaukeecountywi.gov/MCINT/Branding/DHHS>

# VETERANS' SERVICES

## Questions?

If you have questions about the Milwaukee County Department of Health & Human Services family of brands or need more information or graphic assets, please contact:

Jill Lintonen:

[Jill.Lintonen@milwaukeecountywi.gov](mailto:Jill.Lintonen@milwaukeecountywi.gov)

## Purpose Statement

Empowering safe, healthy and meaningful lives by assisting veterans and their families with benefit needs.



## VETERANS' SERVICES

### Logo



MILWAUKEE COUNTY  
DEPARTMENT OF HEALTH  
& HUMAN SERVICES  
**VETERANS'  
SERVICES**



MILWAUKEE COUNTY  
DEPARTMENT OF HEALTH  
& HUMAN SERVICES  
**VETERANS'  
SERVICES**

Download these assets from the DHHS Brand Portal:

<https://countyconnect.milwaukeecountywi.gov/MCINT/Branding/DHHS>



# Examples

Brand In Use





# Branded Templates

Brand In Use



**David Crowley**  
County Executive

Milwaukee County Courthouse  
901 North 9th Street, Suite 306  
Milwaukee, WI 53233

OFFICE: (414) 278-4211

MOBILE:

david.crowley@milwaukeecountywi.gov

## OUR VISION

By achieving racial equity,  
Milwaukee is the **healthiest**  
county in Wisconsin.



MARCIA P. COGGS HUMAN SERVICES CENTER  
1220 WEST VLIET STREET, SUITE 300 | MILWAUKEE, WI 53205  
(414) 289-6074 | fax: (414) 289-6568 | TTS: 7-1-1  
ageinfoweb@milwaukeecountywi.gov | county.milwaukee.gov/aging

## Presentation Title



MILWAUKEE COUNTY  
DEPARTMENT OF  
HEALTH & HUMAN  
SERVICES

*Together, creating healthy communities.*





MILWAUKEE COUNTY  
**DEPARTMENT OF  
HEALTH & HUMAN  
SERVICES**

*Together, creating healthy communities.*